

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Appendix A
Uber Safety Advertisements

Advertisement 1



Advertisement 2



U B E R

Because nobody wants to be the designated driver.

Have fun tonight. We'll handle the rest. Our inexpensive transportation service will get you where you need to go and even let you choose how you get there. You can select between our different vehicle options: UberX, UberSUV, UberBLACK, and UberXL. Our mobile app lets you enter your route prior to request, providing you with an estimate of the trip cost, so there won't be any surprises. Visit www.uber.com and download the mobile app for iPhone/Android and your first ride is on us.

Advertisement 3



Reasons to Ride | Uber

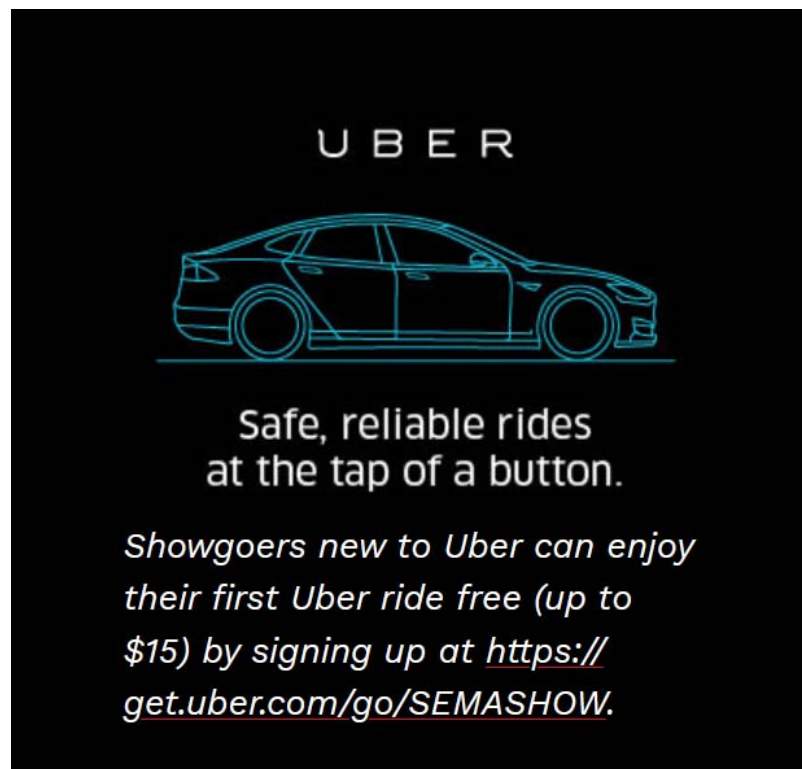
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Reasons to Ride | Uber

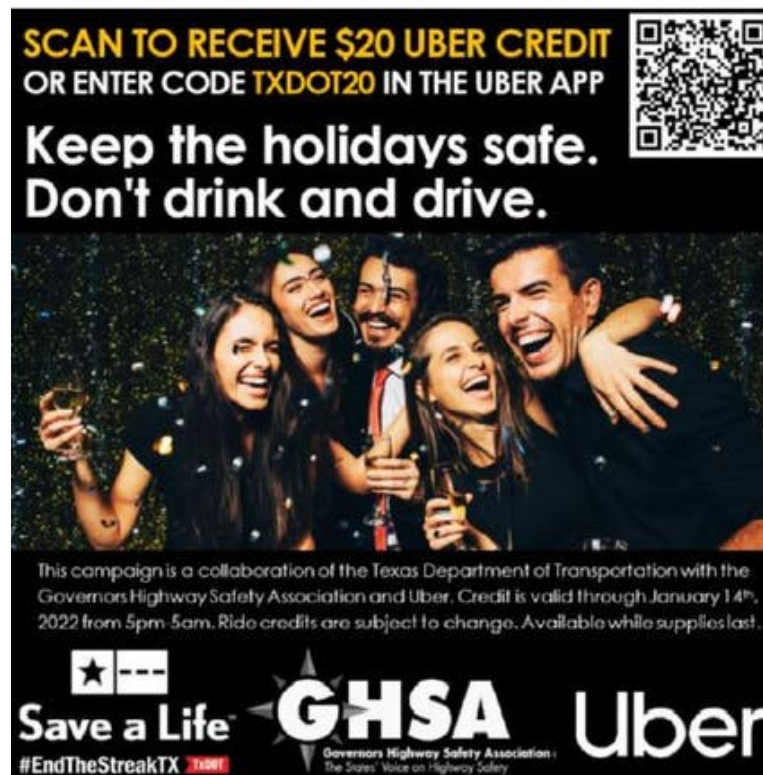
Uber 886K subscribers [Subscribe](#)

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
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Advertisement 5



Advertisement 6


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[Drive](#)
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[Uber Eats](#)
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Our commitment to safety


We want you to move freely, make the most of your time, and be connected to the people and places that matter most to you.

That's why we're committed to safety—from the creation of new standards to the development of technology with the aim of reducing incidents.



Advertisement 7


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Ride with confidence

The Uber platform was built with safety in mind. Through incident prevention tools, insurance coverage, and technology that keeps you connected, we're dedicated to helping you move safely and focus on what matters most.¹




Advertisement 8

Uber Ride Drive Business Uber Eats About ▾

EN Help Log in Sign up

Driving women's safety forward



Safety features built into every ride


We're dedicated to building a platform where women feel safe. That's why we partner with and learn from women who use our app, women's safety experts, and advocates to build innovative safety features and policies that empower our community of users.

Advertisement 9

Uber Ride Drive Business Uber Eats About ▾

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Protect your safety while riding with Uber



From helping make sure you get in the right car to knowing where you're going and when to call for assistance, these tips, created in collaboration with law enforcement, can help make every ride a safe one.

Advertisement 10

Building safer journeys for everyone

Learn more about safety at Uber.



Rider safety

Millions of rides are requested every day. Every rider has access to safety features built into the app. And every ride has a support team if you need them.

[Learn more](#)



Our commitment to safety

Uber is committed to your safety. Learn about our commitment and how safety is built into the rider and driver experiences, in the app and beyond.

[Learn more](#)

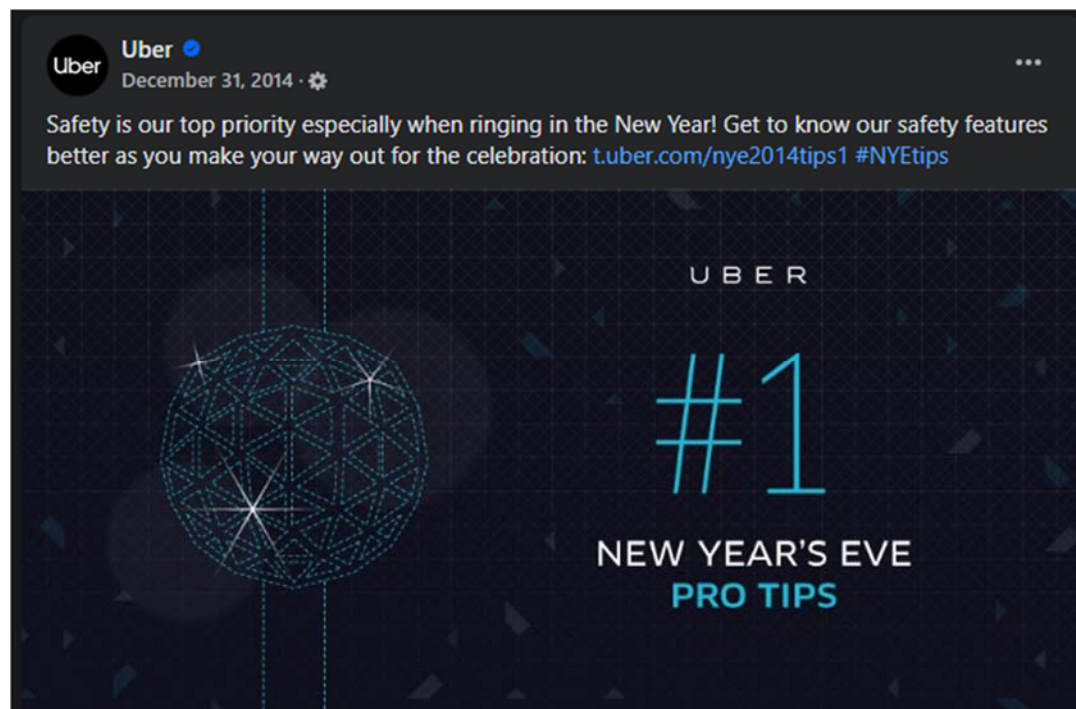
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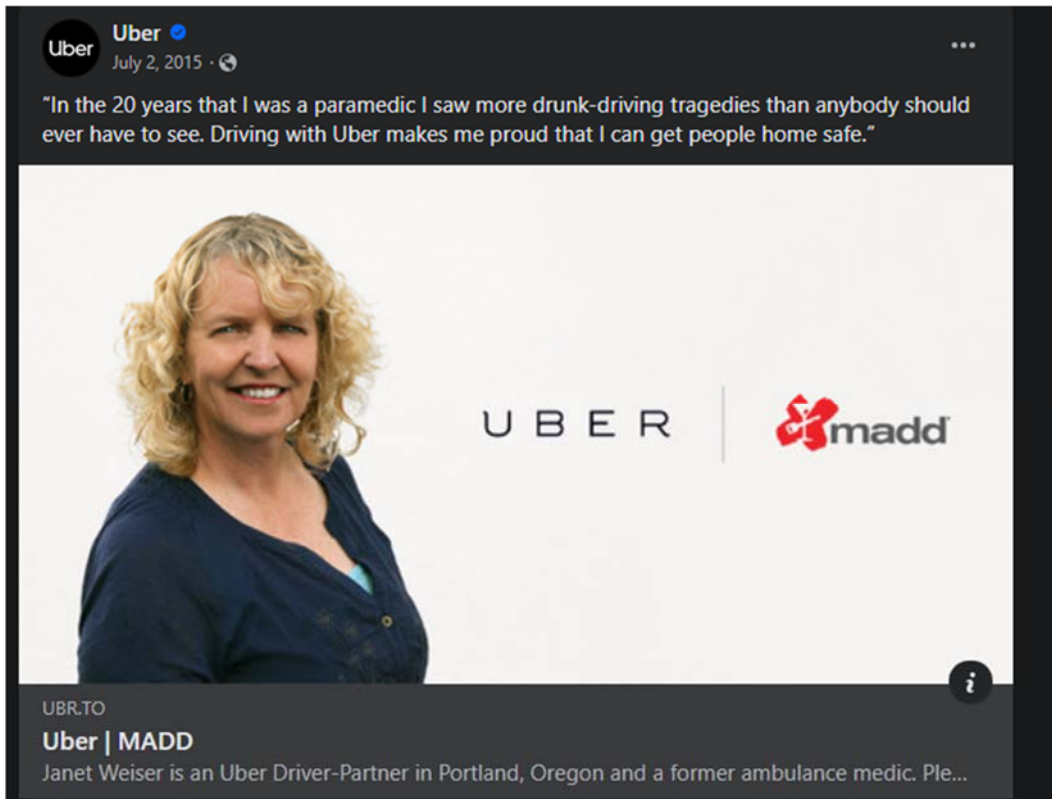
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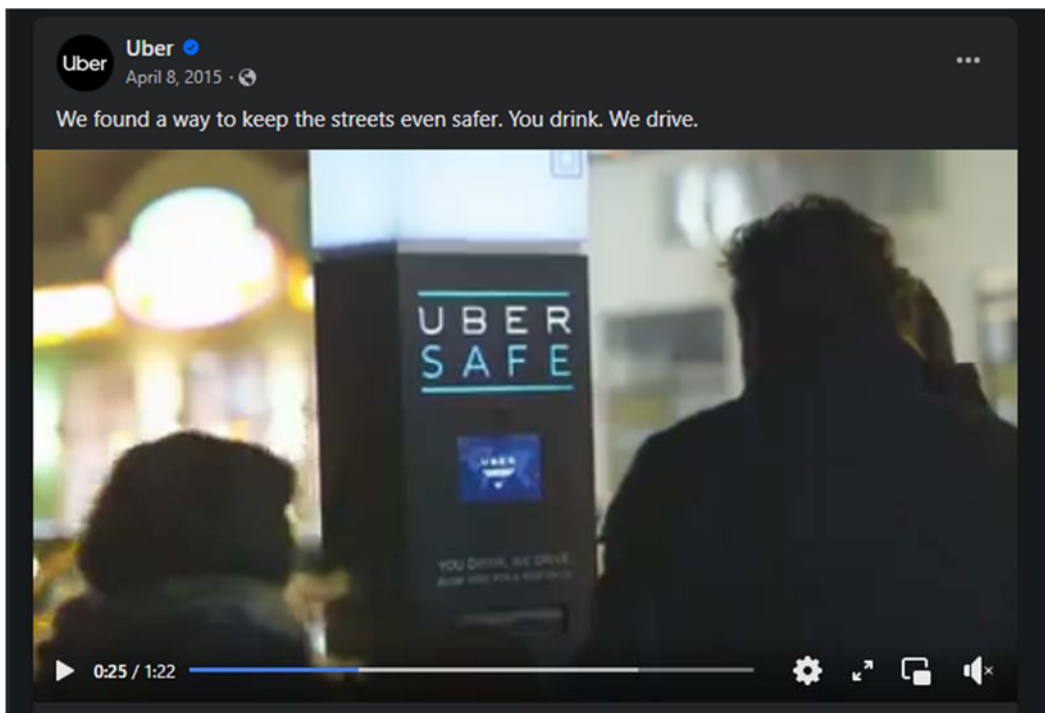
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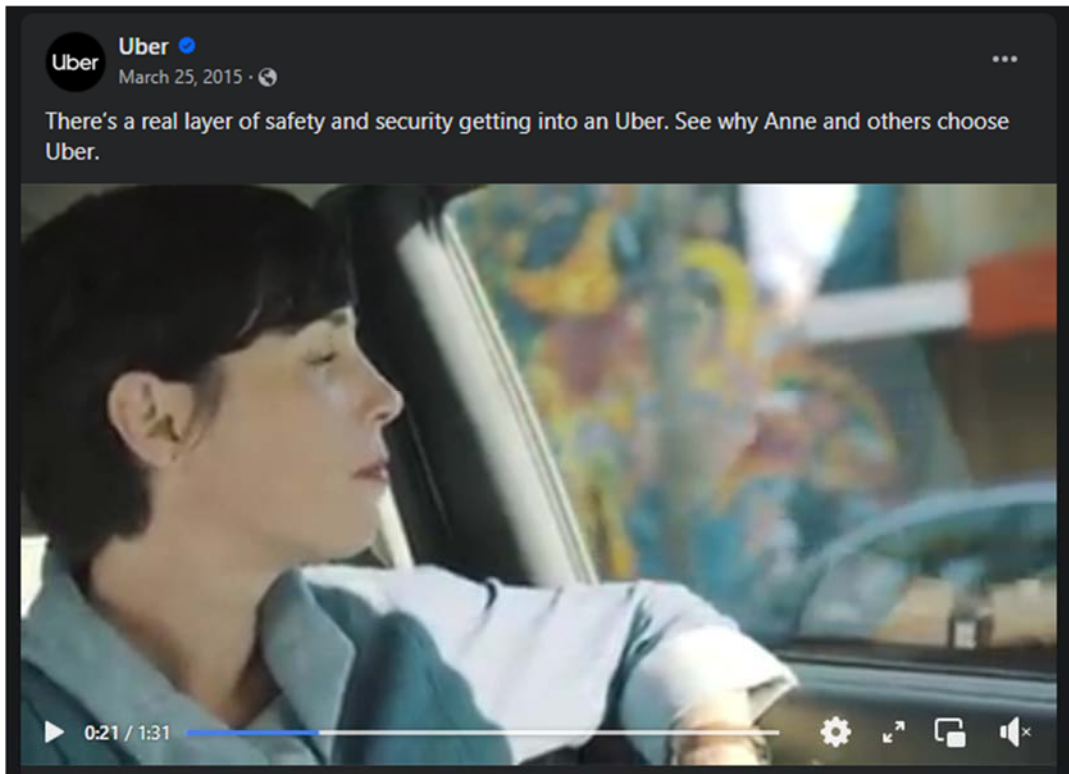
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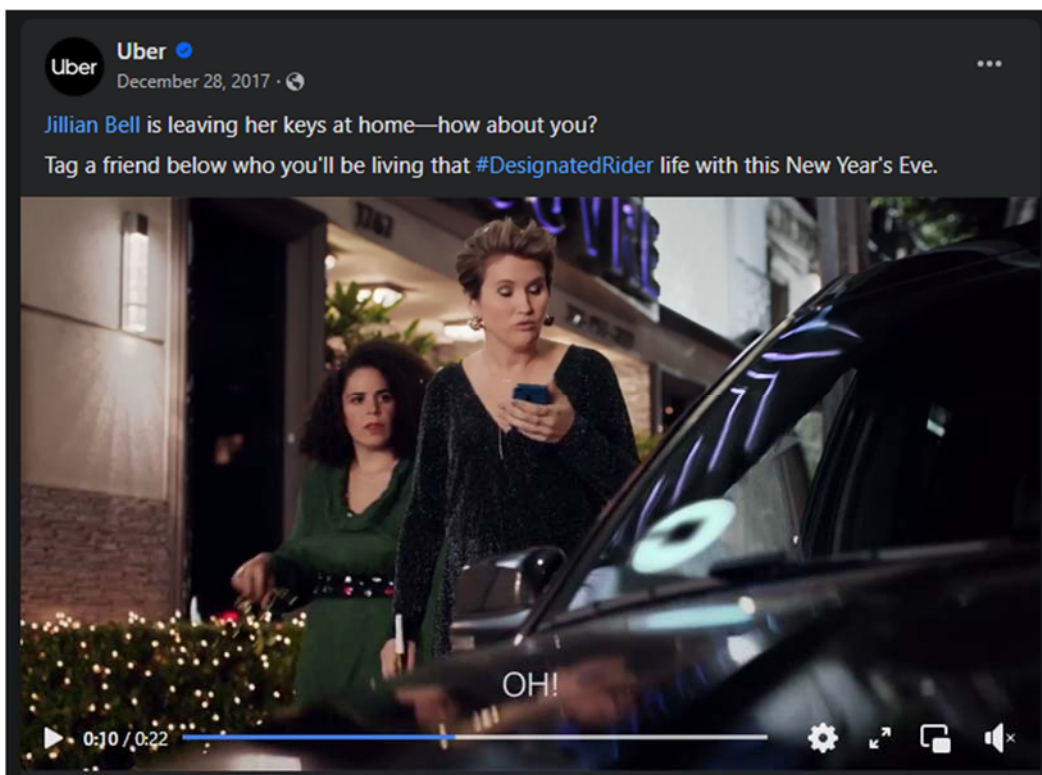
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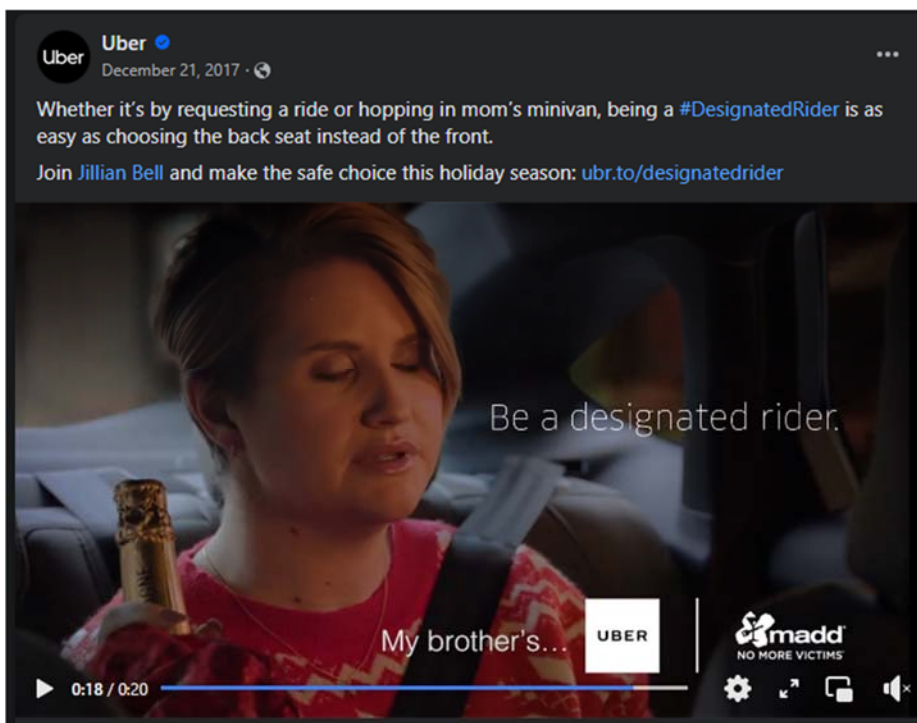
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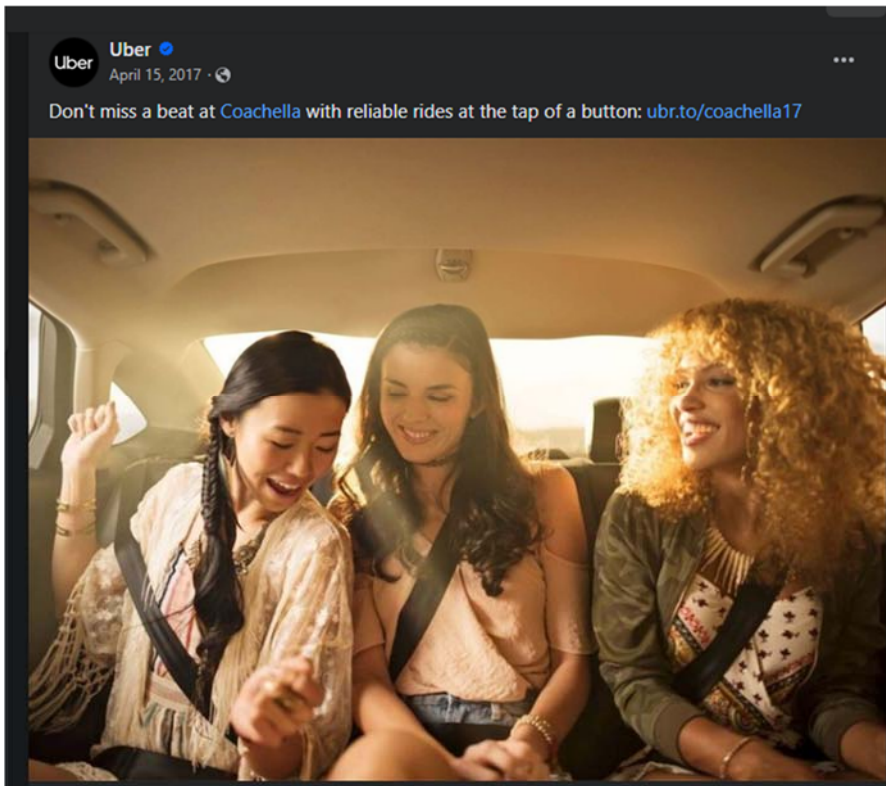
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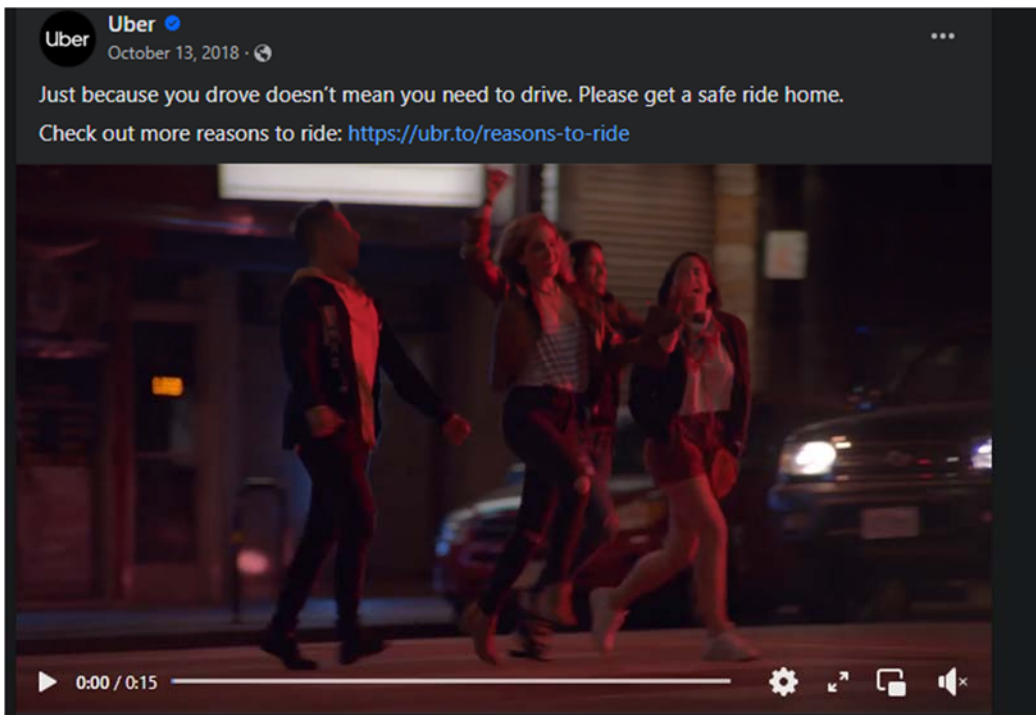
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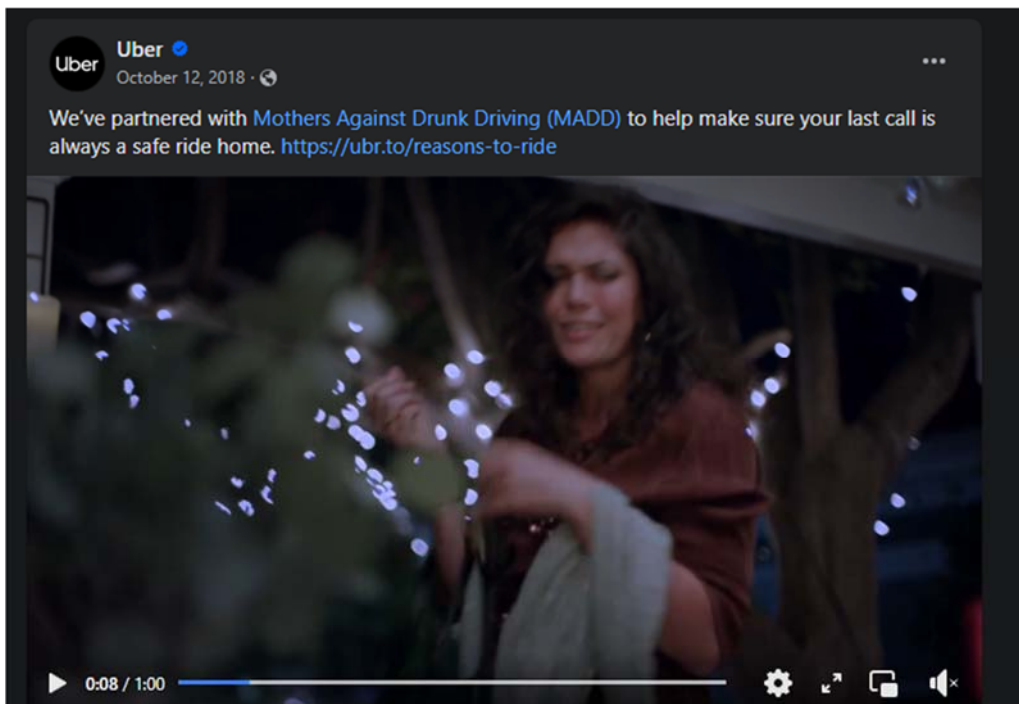
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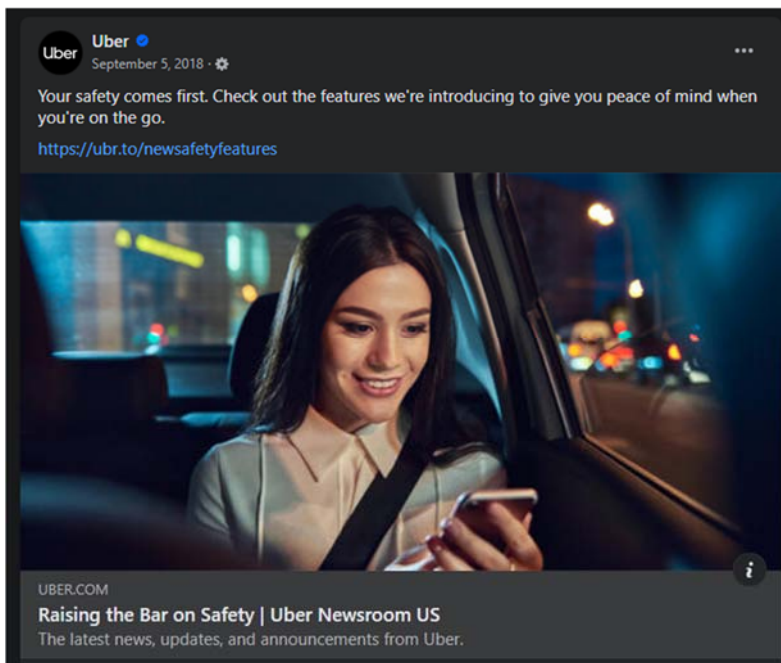
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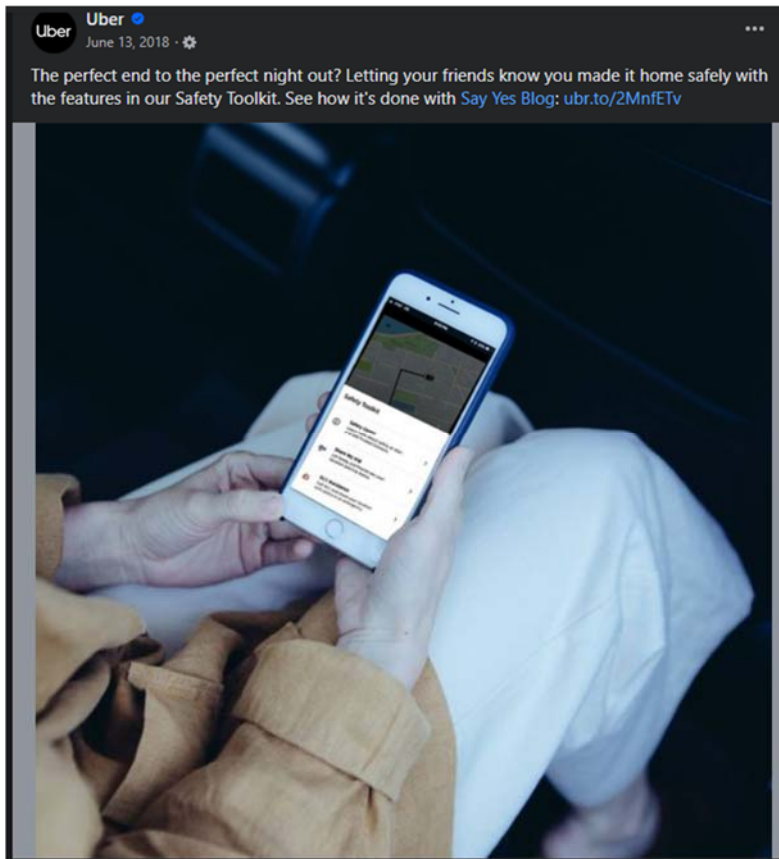
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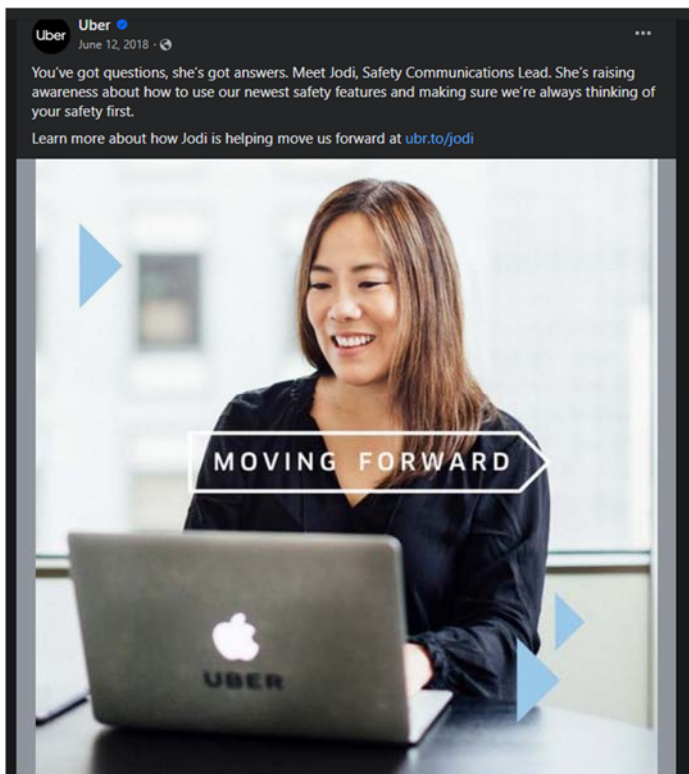
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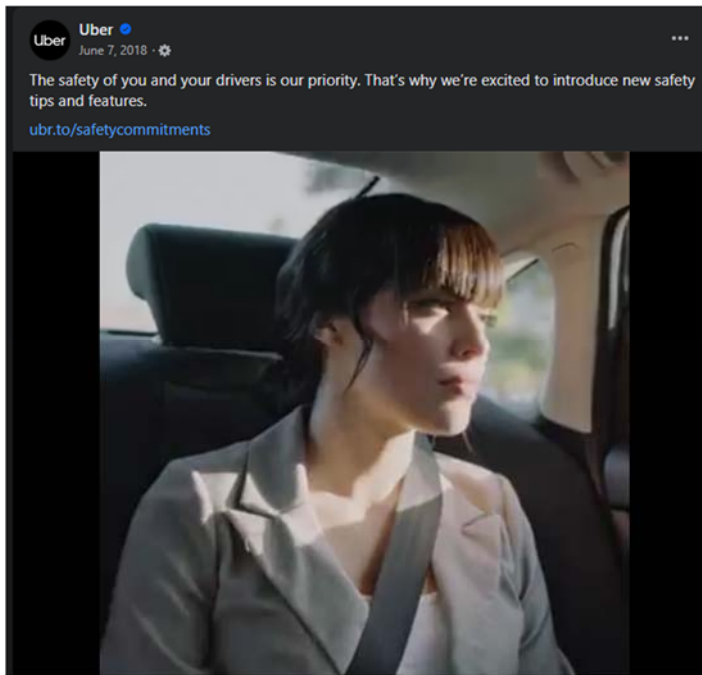
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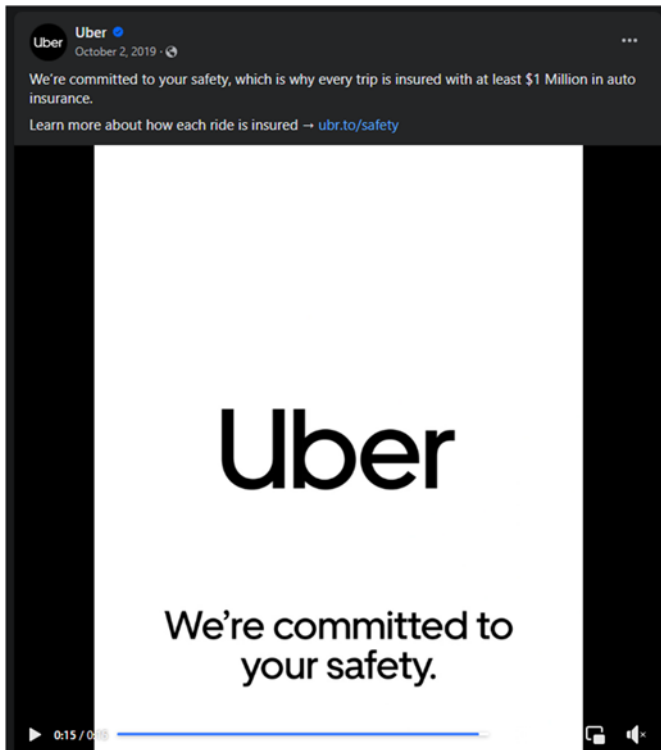
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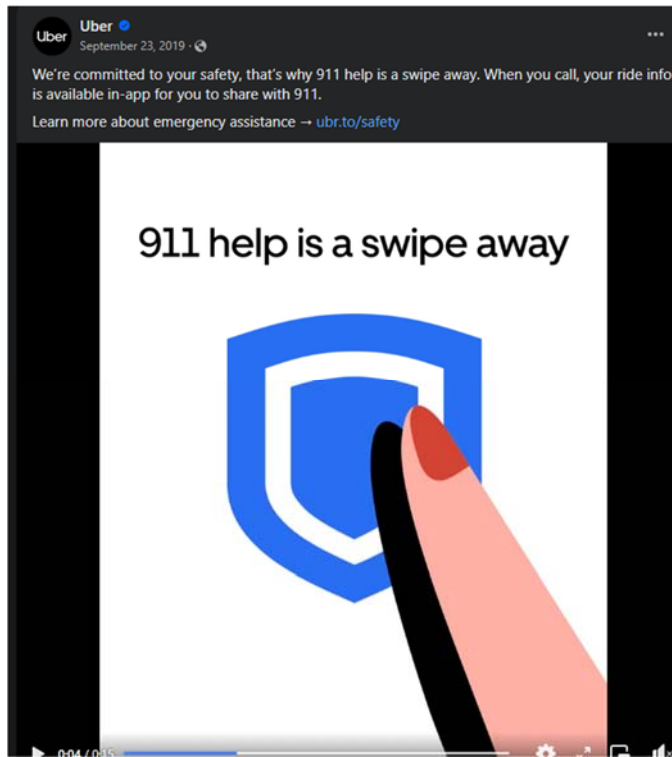
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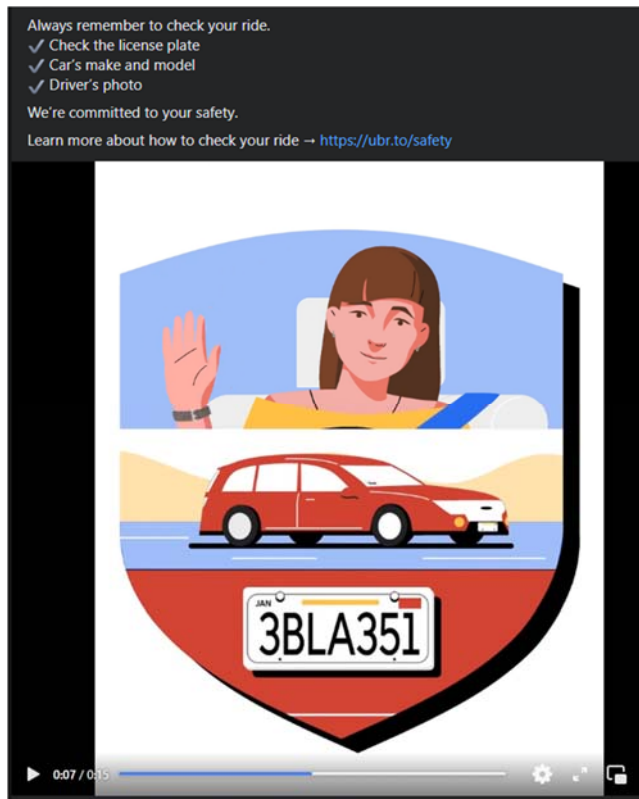
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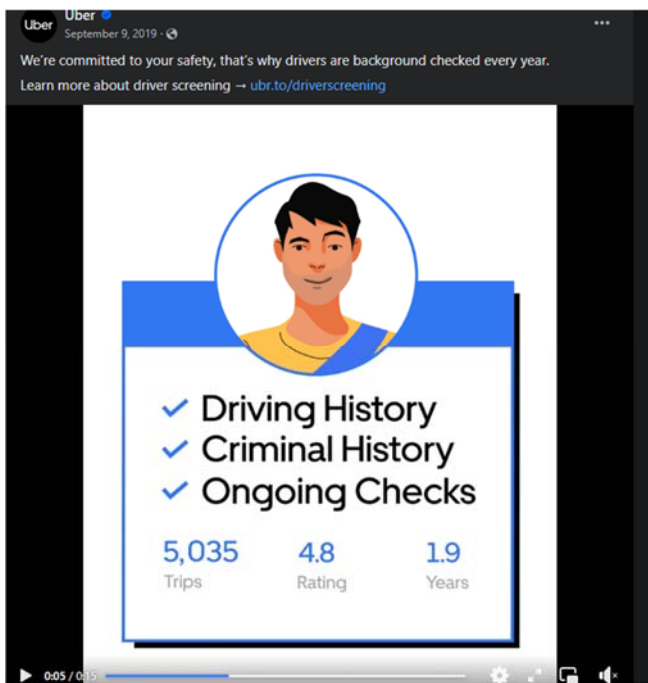
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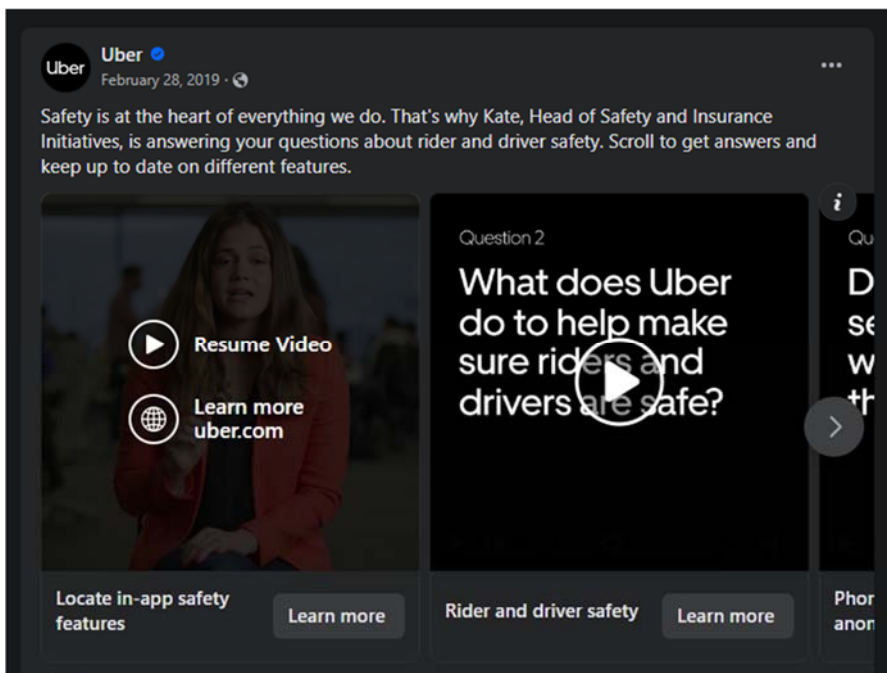
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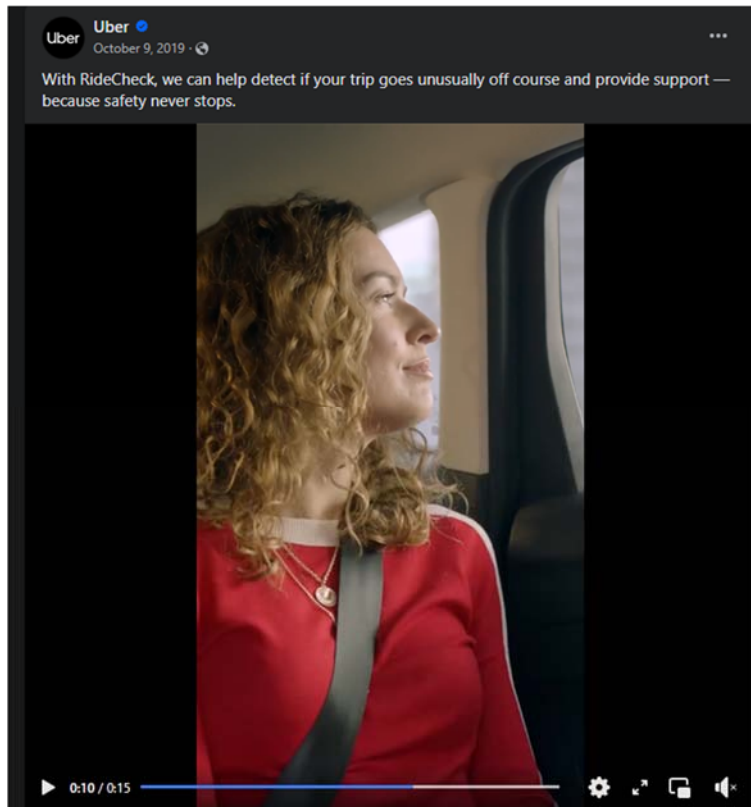
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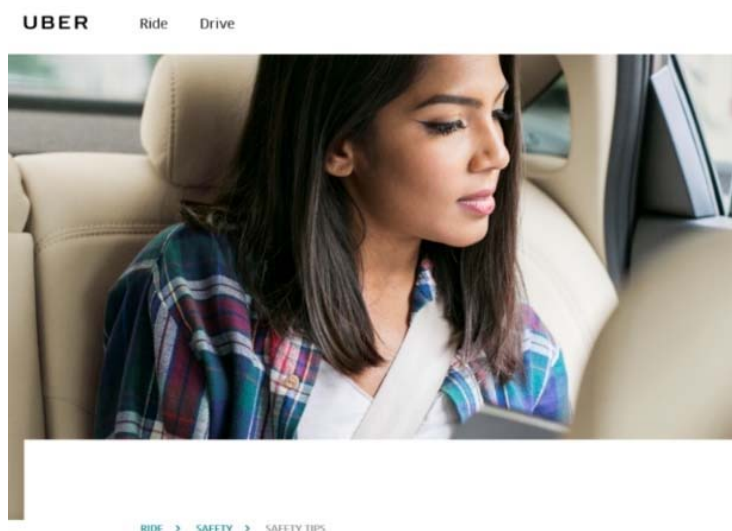


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HERE > SAFETY

Trip safety

Our commitment to riders

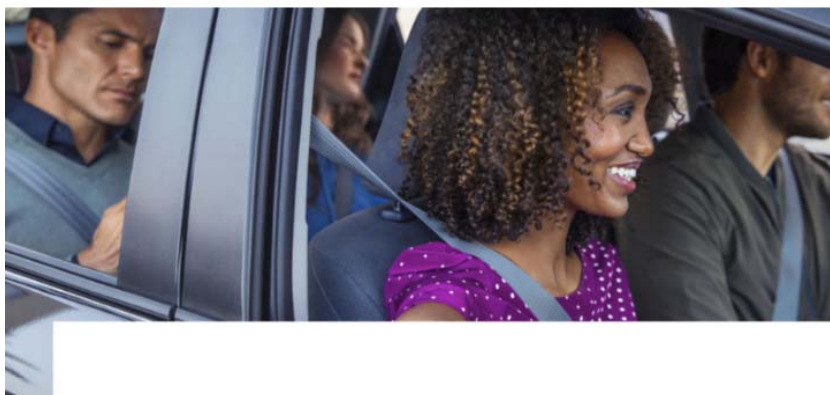
Uber is dedicated to keeping people safe on the road. Our technology enables us to focus on rider safety before, during, and after every trip.

Advertisement 36

UBER Ride Drive Cities

Safe rides, safer cities

Going the distance for everyone on the road



Riders and Drivers

A ride you can trust